Amendment in Reply to Final Office Action of August 9, 2007

RESPONSE UNDER 37 CFR 1.116 EXPEDITED PROCEDURE EXAMINING GROUP 2632

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of

Atty. Docket

AMR F. YASSIN ET AL.

US 010502

Confirmation No. 8074

Serial No. 10/017,377

Group Art Unit: 2623

Filed: DECEMBER 14, 2001

Examiner: VAN HANDEL, M.P.

Title:

MICRO-AUCTION ON TELEVISION FOR THE SELECTION OF

COMMERCIALS

Mail Stop RCE Honorable Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Final Office Action mailed on August 9, 2007, please amend the above-identified application for consideration in a Request for Continued Examination filed concurrently with this Amendment as follows: